

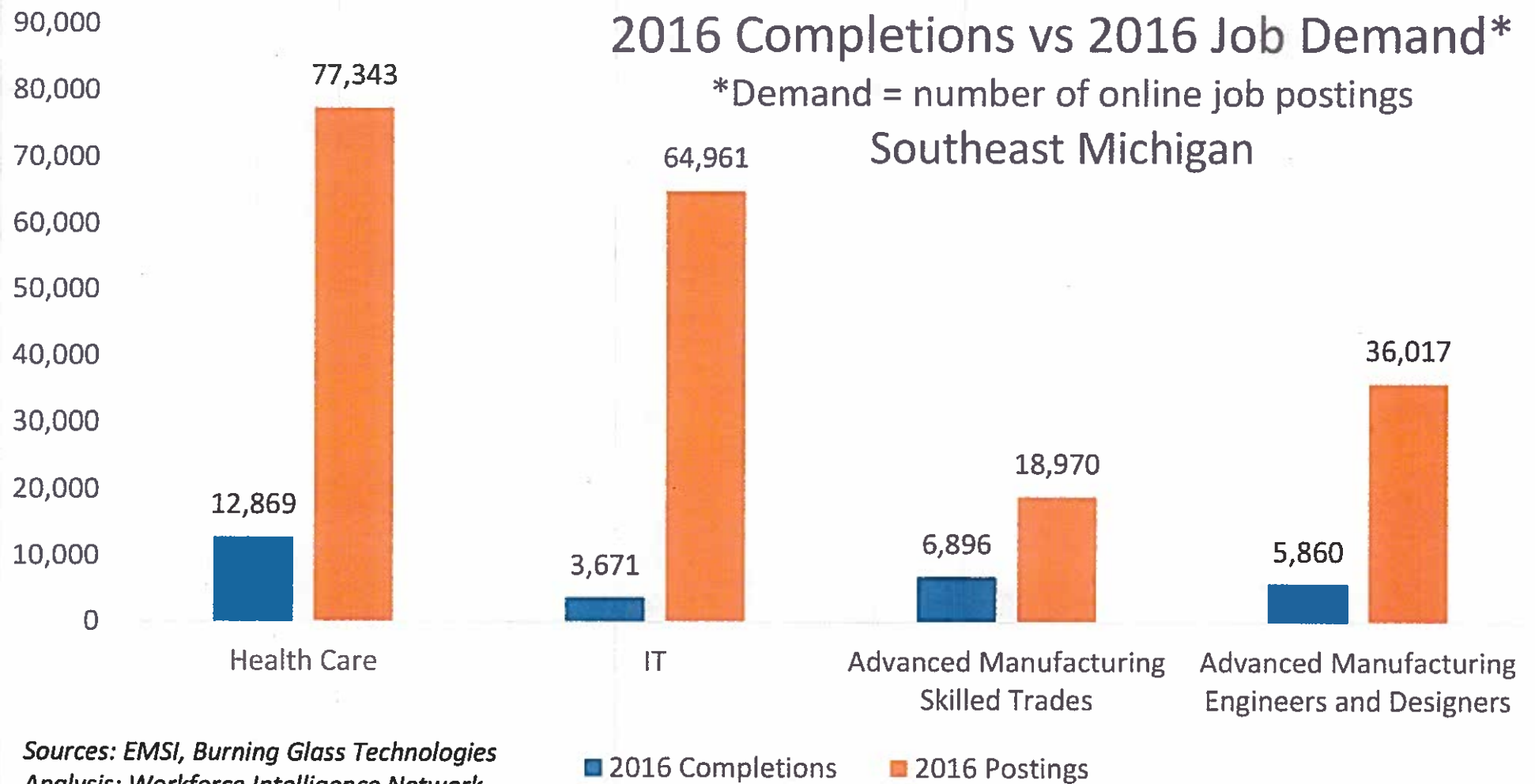


*Talent Attraction, retention and training
are the currency for the State's future economic growth.*

2016 Completions vs 2016 Job Demand*

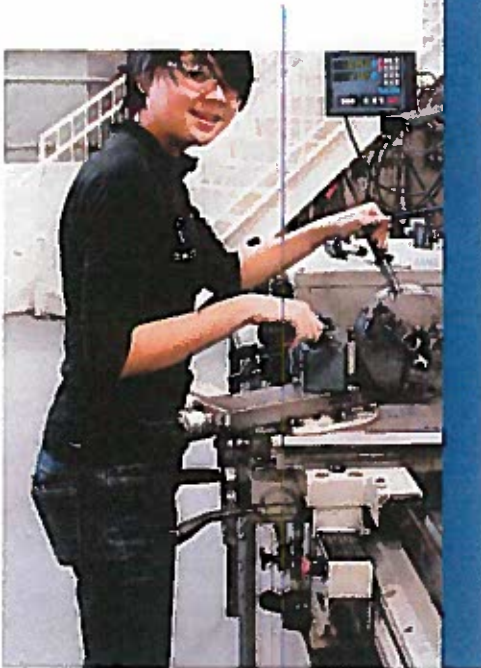
*Demand = number of online job postings

Southeast Michigan



Change the Conversation

- Adults have imprinted stereotypes, stigmas onto kids
- Our system sorts by oversimplified either/or
- Stop asking where do you want to go
- Start asking what do you want to do
- Multiple career pathways
- Career lattice
- Help change the perception



EDUCATION WITH PURPOSE CAREER TREE



Oakland Schools
TECHNICAL CAMPUSES

TECHNICAL CAREERS

- Helpdesk Manager
- Systems Analyst
- Network Administrator
- Technical Support Specialist
- Hardware Maintenance Technician
- Systems Coordinator
- Call Center Support Manager

PROFESSIONAL CAREERS

- IT Project Manager
- Network Designer & Administrator
- Technical Support Engineer
- Technical Writer
- Technical Account Manager
- Test Engineer

ENTRY-LEVEL CAREERS

- PC Support Specialist
- Helpdesk Technician
- Technical Support Representative
- Systems Administrator
- User Support Specialist

ACADEMICS

PROFESSIONAL SKILLS

EXPERIENCE

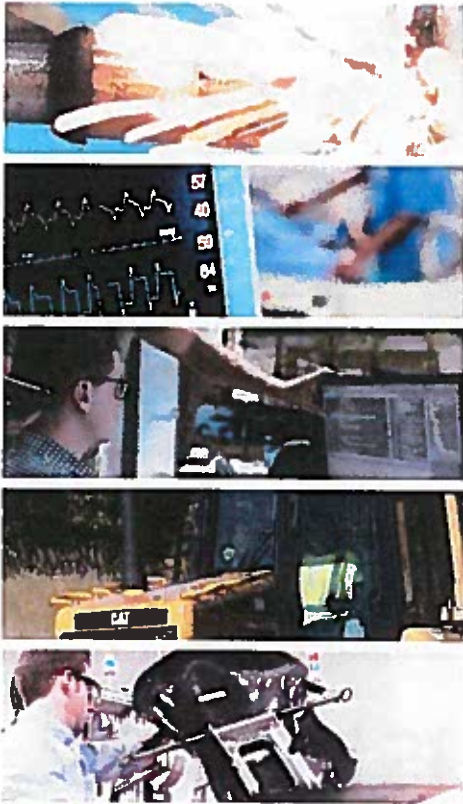
PASSION

COMPUTER NETWORKING - iTEAM



Going **PRO**
IN MICHIGAN

Going Pro Campaign Strategy



- **Business Objective**

- Increase the number of individuals who choose Professional Trades careers in Michigan

- **Marketing Objectives**

- Position Professional Trades as an attainable, marketable and rewarding career
- Encourage people to learn more at www.Going-PRO.com

- **Target Audience**

- Students – High school and community college
- Parents – With children in high school and/or community college
- Educators, counselors, coaches

Going **PRO**
IN MICHIGAN

Social (Student)

Pure Michigan Talent Connect 
 July 21 at 11:59am 

Instead of thinking where to go to school, consider what you want to do for a career.



I'm where I want to be.
 See all the Professional Trades.

[MITALENT.ORG](#) [Learn More](#)

 Share

Instagram


Pure Michigan Talent Conn...
 Sponsored




[Learn More](#)

♥ 🔍 📌

"It's the right choice for me." While a four-year college is good for some, [#ProfessionalTrades](#) in Michigan is great for others. Lots of opportunities, great [more](#)









Pure Michigan Talent 
 @MiTalentOrg [Follow](#)





There are 15,000+ new job openings every year in [#ProfessionalTrades](#). Healthcare. IT. Construction. [#GoingPROinMI](#)



Get a jump on your career.
[ad.doubleclick.net](#)

3:17 PM · 21 Jul 2017

100 Retweets 295 Likes        

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Going PRO
 IN MICHIGAN

MICHIGAN CAREER PATHWAYS ALLIANCE

Educate. Empower. Employ.

WHO PARTICIPATED IN THE WORKGROUPS

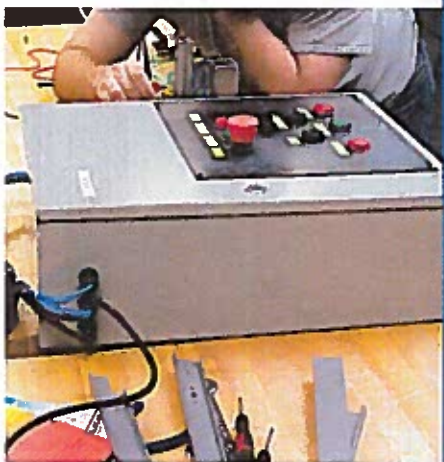
- District Superintendents
- District Principals
- District Teachers
- Counselors
- ISD/RESA Superintendents
- Career & Technical Education Principals
- Career & Technical Education Teachers
- Community College Presidents
- Employers
- Trade Associations





Student Success

- ✓ Elevate productive use of education development plans (EDPs) – Put meaningful and consistent use of EDPs in school improvement plans.
- ✓ Increase opportunities for career discovery – As part of school improvement plans, schools must submit a plan with a series of milestones for career exposure in elementary, middle and high school.
- ✓ Implement career exploration and job readiness – Change the Michigan Merit Curriculum to include a robust career exploration and job readiness (job skills for 21st Century) course in 7th, 8th or 9th grades.
- ✓ Utilize tools for student career planning – Encourage statewide use of Career Cruising, MI Bright Future and Pathfinder for students (and adults) to explore career options and learn the steps necessary to enter desired careers.





MICHIGAN
Department of Education



Muskegon Made is a county-wide comprehensive work-based learning system for students in grades 4-12. All students in Muskegon County will have access to the same career exposure opportunities. Elements of employability skills are taught to students throughout the system to ensure successful work-based placements which capstone the overall program.

For More Information Contact:
Randry Lindquist,
Associate Superintendent for Academic Services
231-767-7229 or rlindquist@muskegonisd.org

4th, 5th, 6th Grade

Career Exploration Field Trips
Muskegon Area Career Tech Center (MACTC)
Introduction to Career Pathways
Interest Inventory
Classroom Teacher with MACTC support

7th Grade

Career Cruising Educational
Development Plan (EDP)
Completion Standards
Career Specialist
EDP Review/Planning Meeting
Local School Counselor

8th Grade

Career Cruising EDP
Completion Standards
Career Specialist
Career Curriculum
Career Specialist
8th Grade Career Day
Muskegon Area Career Tech Center
(MACTC) Career Specialist

9th Grade

Career Cruising EDP
Completion Standards
Career Specialist
Career Fair
McCareer Quest, MACTC, Career Specialist
Job Shadow/ Take your child
to work day (optional)
Career Specialist
Modern Manufacturing Day
(EMIT pathway students)
MACTC
Health Career Day
(Health pathway students)
MACTC

10th Grade

Career Cruising EDP
Completion Standards
Career Specialist
MACTC Tours
MACTC
Job Shadow (optional)
Career Specialist
Modern Manufacturing Day
(EMIT pathway students)
MACTC
Health Career Day
(Health pathway students)
MACTC

11th Grade

Career Cruising EDP
Completion Standards
Career Specialist
Option to attend MACTC
MACTC
Talent Tour
MACTC/West Michigan Works!
Discover Manufacturing Tours
MACTC
Modern Manufacturing Day
(EMIT pathway students)
MACTC
Criminal Justice Career Day
(Human Services pathway students)
MACTC
Health Career Day
(Health pathway students)
MACTC
Externship (optional)
Career Specialist
Employment Assistance
Career Specialist
EDP Review/Planning Meeting
Local School Counselor

12th Grade

Career Cruising EDP
Completion Standards
Career Specialist
Employability Skills
Career Specialist
Option to attend MACTC
MACTC
Discover Manufacturing Tours
MACTC
Modern Manufacturing Day
(EMIT pathway students)
MACTC
Criminal Justice Career Day
(Human Services pathway students)
MACTC
Health Career Day
(Health pathway students)
MACTC
Employment Assistance
Career Specialist
Externship (unpaid)
Career Specialist
Internship (paid or unpaid)
Career Specialist
Job Fair
MACTC/West Michigan Works!/THRIVE

Definitions:

Career Cruising: "A self-exploration and planning program that helps people of all ages achieve their potential in school, career and life. Users learn about themselves—their interests, skills, preferences and aspirations—so they can explore the opportunities right for them" (www.careercruising.com).

Career Days: Students meet, hear presentations by, and ask questions of individuals working in the student's selected career pathways.

Career Pathway: Career that are grouped together because they share similar qualities. Michigan's six career pathways are Arts and Communication, Business/Management/Marketing and Technology, Engineering, Manufacturing, and Industrial Technology, Health Sciences, Human Services, and Material Resources and Agriculture.

Career Specialist: MACTC Placement Specialists and MACTC Career Development Coordinators who implement career development activities and organize and oversee work-based learning experiences.

EDP: An Educational Development Plan (EDP) is a required document for students beginning in 7th grade with support and guidance from school counselors/advisors. An EDP maps out students' educational and career goals, are "living" documents and are updated as student interests and abilities become more obvious and focused. Using Career Cruising allows students to electronically document their goals, monitor progress and plan future career activities.

Externship: Unpaid short-term temporary (1 week-1 month) work experience.

Internship: Paid or unpaid temporary (1 semester) work experience.

Job Fair: Event at which students meet with employers who have job openings with the goal of obtaining employment.

Job shadow: Experience in which the student spends one day or less working with an individual in a career in which he or she is interested in pursuing.

Talent Tour: Field trip to learn about a certain business, company, organization, or career pathway.

Talent 2025: A coalition of nearly 100 CEOs from across West Michigan (13 counties) coming together to drive performance improvement across the region's talent system.

THRIVE: Community based movement by Muskegon County business, education and community leaders determined to improve the local economy.



CPA: Student Success cont.

- ✓ Enhance career counseling – Support districts with the hiring of “career development facilitators” that support school counselors, with the focus of helping each student explore career options, whether that pathway is early/middle college, apprenticeship, community college or four-year universities, and provide guidance on setting a path to a career. We have additional “best practices” from which districts can choose.
- ✓ Implement talent transcripts – Document tangible career skills students have achieved during education. (For example, list software proficiencies and professional certifications to illustrate skills beyond classroom grades.)

Merit Curriculum Flexibility

- ✓ Showcase Michigan Merit Curriculum flexibility – Provide technical assistance to school districts on how to integrate Michigan Merit Curriculum requirements with career programs. Valuable, outside project-based learning opportunities such as SquareOne and FIRST Robotics will also be considered for credit.
- ✓ Allow computer science to count under a foreign language requirement
- ✓ Allow Statistics to replace Algebra 2 requirement



Recruit & Retain Instructors

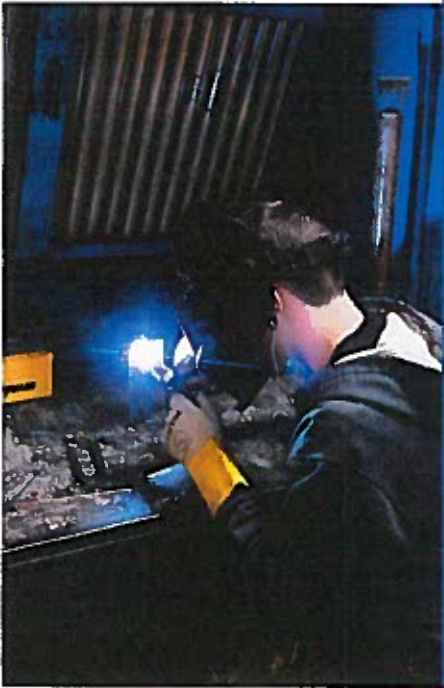
- ✓ Adopt and communicate MDE policy change allowing for non-teacher certified CTE instructor authorization for up to 10 years.
- ✓ Allow professional trades instructors who have retired to come back and teach without a retirement penalty.
- ✓ Develop a condensed teaching certificate for those teaching professional trades courses.





Support Career Development

- ✓ Develop CTE/professional trades playbook – Develop and provide a playbook of best CTE practices to schools and support those that need help implementing them.
- ✓ Match crowdfunding for counselors and professional trades programs – A program to provide state-matching dollars through a crowdfunding program to assist in covering the costs for counselors and professional trades programs.





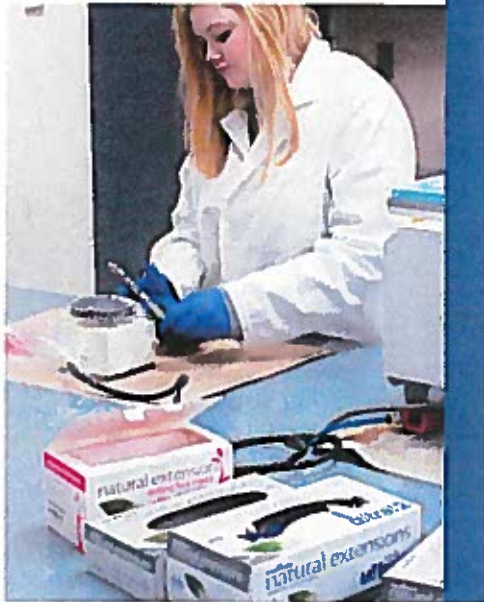
Practical Professional Trade Experiences

- ✓ Implement externships and out-of-classroom experiences – Time spent by teachers and counselors engaging with local employers and technical centers will count toward continuing education and professional development.
- ✓ Ensure state-funded CTE programs lead to an industry recognized credential – Require an industry recognized credential, certificate or college credit as determined by the state (TED and MDE) through discussions with regional employers.
- ✓ Count rigorous CTE credentials as transferable college credits – Any institution that takes public money needs to accept and count these credits towards a degree from that institution. Establish an unbiased entity to act as “referee” to determine if the rigor of CTE credentials are transferable.



Collaboration & Partnership

- ✓ **Bring Education and Business Together** – Establish a formal entity and mechanism to build and maintain a collaborative partnership with local districts, employers, advocates and training centers to help match what is being taught with community needs.
- ✓ **Talent District Career Councils will become Career and Education Advisory Councils**
- ✓ **Promote non-taxable deductions** for professional trades instructors and curriculum development.



Going **PRO**
IN MICHIGAN






How MICHIGAN BUSINESSES *can help* MICHIGAN SCHOOLS

Did you know?
Businesses can help support schools by donating money or equipment and claim a deduction from federal income tax filings.

WHAT MIGHT BE ELIGIBLE?

Equipment 	Paying off debt or defraying maintenance costs 	Providing inventory and other needed school supplies 	Training for instructors 	
Software 	Curriculum Development 	Volunteer expenses 	Training Supplies 	Sponsoring Events 

Public schools play a vital role in developing a talented workforce, and many benefit through collaboration with local employers. Business also benefits from that collaboration.

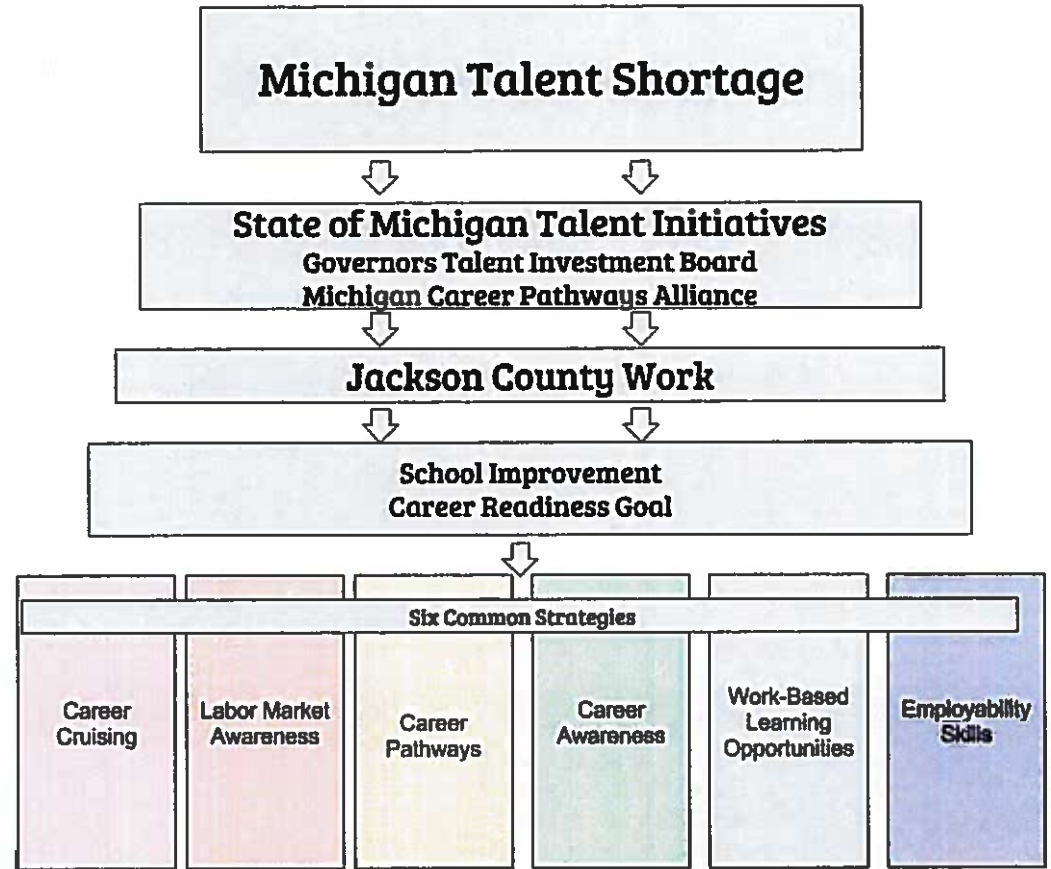
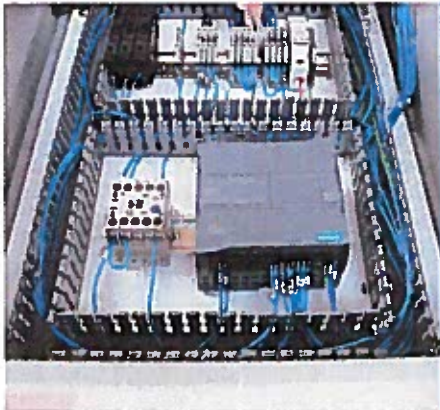
Please visit www.michigan.gov/micareerpathways for details.





Expand CTE

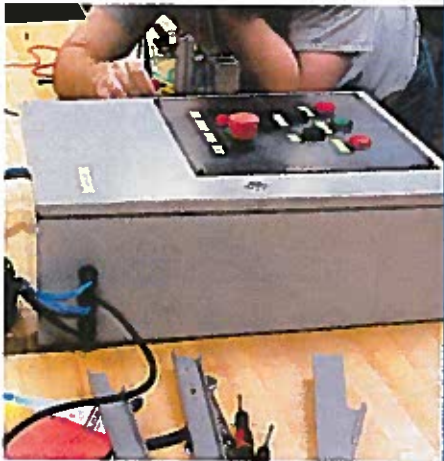
- ✓ Expand CTE statewide – Start the discussion to provide equitable opportunities for all students with additional funding to schools to operate CTE and professional trades programs statewide.



Career Pathways Legislation

☐ Implement Career Exploration and Job Readiness

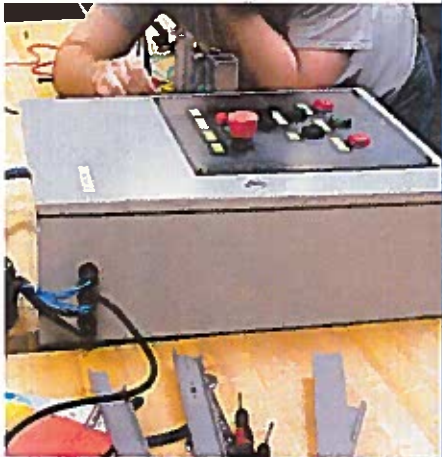
- ☐ HB 5141 (Kahle) - Allows an expedited path for skilled trades professionals to teach a CTE course.
- ☐ HB 5139 (Rendon) - Requires career development to be incorporated in each grade level, K-12.
- ☐ HB 5145 (Alexander) - Allows individuals to use time spent with local employers or tech centers as professional development.
- ☐ HB 5140 (Allor) - Allows parents to opt-in to a system so professional trades employers or schools may contact their students.





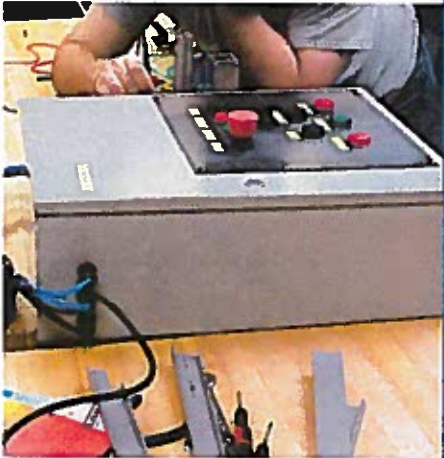
Career Pathways Legislation

- ☐ Showcase Michigan Merit Curriculum Flexibility
- ☐ HB 4315 (Griffin) & HB 4316 (VanderWall) - Creates 21st Century Skills credit to allow for computer science, computer coding, or CTE program as foreign language and/or arts credits.
- ☐ HB 4318 (Howell) - Allows Statistics to substitute for Algebra 2 as one of the four required credits in Math.



Career Pathways Legislation

- ☐ Educational Development Plans & School Improvement Plans
- ☐ SB 684 (Horn) - Makes educational development plans more meaningful by providing career information and resources during existing process. This includes opportunity to develop a talent portfolio consisting of a student's experiences, proficiencies, certifications, etc...
- ☐ SB 685 (MacGregor) - Incorporates plans to provide age-appropriate career information, experiences, work-based learning opportunities, and programs of instruction.





www.michigan.gov/MiCareerPathways

www.Going-PRO.com

Questions?